

EXPRESS MAIL LABEL NO.: EV343425955US

CLAIMS

1. A method on a web site for pricing a product and/or service, the method comprising:

5 offering a product and/or service for sale on a first web site, wherein the product and/or service is available for purchase in a plurality of configurations;

determining on a second web site a price for each of the plurality of configurations of the product and/or service;

10 calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at least one price factor; and

offering each of the plurality of configurations of the product and/or service for sale on the first web site for the calculated prices.

2. The method of claim 1, wherein the determining step comprises:

15 visiting the second web site;

selecting each of the plurality of configurations on the second web site;

and

reading from the second web site a price associated with each of the plurality of configurations.

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3. The method of claim 1, wherein the at least one price factor includes any one of:

the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and

5 the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

4. The method of claim 3, wherein the at least one price factor further includes:

10 information associated with a buyer of the product and/or service on the first web site.

5. The method of claim 4, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

15 the volume of the product and/or service that is being purchased by the buyer;

the number of orders previously placed by the buyer on the first web site;

the type of equipment owned by the buyer; and

the classification of the buyer.

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6. The method of claim 1, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

5 a car; and

a boat.

7. The method of claim 6, wherein each of the first web site and the second web site are an e-commerce web site.

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8. A computer program product comprising computer instructions on a web site for pricing a product and/or service, the computer instructions including instructions for:

offering a product and/or service for sale on a first web site, wherein the
5 product and/or service is available for purchase in a plurality of configurations;

determining on a second web site a price for each of the plurality of configurations of the product and/or service;

calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at
10 least one price factor; and

offering each of the plurality of configurations of the product and/or service for sale on the first web site for the calculated prices.

9. The computer program product of claim 8, wherein the instructions for
15 determining comprise instructions for:

visiting the second web site;

selecting each of the plurality of configurations on the second web site;

and

reading from the second web site a price associated with each of the
20 plurality of configurations.

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10. The computer program product of claim 8, wherein the at least one price factor includes any one of:

the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and

5 the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

11. The computer program product of claim 10, wherein the at least one price factor further includes:

10 information associated with a buyer of the product and/or service on the first web site.

12. The computer program product of claim 11, wherein the information associated with the buyer of the product and/or service on the first web site

15 includes any one of:

the volume of the product and/or service that is being purchased by the buyer;

the number of orders previously placed by the buyer on the first web site;

the type of equipment owned by the buyer; and

20 the classification of the buyer.

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13. The computer program product of claim 8, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

5 a car; and

a boat.

14. The computer program product of claim 13, wherein each of the first web site and the second web site are an e-commerce web site.

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15. A system for pricing a product and/or service, comprising:

a first web site for offering a product and/or service for sale, wherein the product and/or service is available for purchase in a plurality of configurations;

5 a spider for determining on a second web site a price for each of the plurality of configurations of the product and/or service;

a processor for calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at least one price factor; and

10 a price module for adjusting the prices of each of the plurality of configurations of the product and/or service to the prices calculated by the processor.

16. The system of claim 15, wherein the at least one price factor includes any one of:

15 the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and

the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

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17. The system of claim 16, wherein the at least one price factor further includes:

information associated with a buyer of the product and/or service on the first web site.

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18. The system of claim 17, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

the volume of the product and/or service that is being purchased by the buyer;

10 the number of orders previously placed by the buyer on the first web site;
the type of equipment owned by the buyer; and
the classification of the buyer.

19. The system of claim 15, wherein the product and/or service having a plurality of configurations is any one of:

furniture;

a computer;

a car; and

a boat.

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20. The system of claim 19, wherein each of the first web site and the second web site are an e-commerce web site.